## JUMPING HONORS GO TO VICTORIA CROSS

Havemeyer and Peters Exhibit Unusually Clever Hunter in Islip Horse Show.

## MRS. ISHAM SUCCESSFUL

BAYSHORE, L. I., July 17 .- Despite excessively humid weather and occasional which for a time turned the ow ring into a quagmire there was an excellent attendance at the anese show to-day under the auspices of the Islip Polo Club, an organiwhich has become one of the prominent on Long Island.

Motor parties came from all the large social centres of Long Island. The members of the Meadow Brook and Rockaway Hunt and the Great Neck and Piping Rock clubs who had entries in the various classes also motored over for show ring and when the showers appeared unexpectedly there was a wild

There was a good entry list in all

There was a good entry Bit in all properties of the control of the

YOUNG WOMEN ESSAY DANGEROUS FEATS OF HORSEMANSHIP



NEW YORKS OUTPLAY 

Margin of Three Wickets Obtained in Halifax Cup Competition.

return cricket engagement here to-day in the Halifax cup competition and defeated the Quaker aggregation by 3 

Philadelphia batted first and rolled up Stranger of 160 runs. The highest mark Winters and Miller. 2 for 52 and Hoskings 1 for 31.

nered the first stand was made for New
York and it was productive of over 70
runs, Hull getting out after registering
34. Marshall tallied 35. Then Hoskings

JERSEY CLUBS TIE IN ANNUAL MATCH

Plainfeld and Somerville Score 13 Points Each on Latter's Links.

AT ELMIRA—FIRST GAME.

R. H. E

Elmira...... 9 0 2 0 0 0 0 1 x—12 14 1

Albany...... 0 2 0 0 0 2 0 0 0 — 4 12 3

Batteries—Brady and Bemis; Gerner

and Clougher. GOLFERS DEFY THE HEAT

SECOND GAME.

AT BINGHAMTON-FIRST GAME.

AT MILWAUKEE.

Plainfield Country Club met the Somerville Country Club in a team match this afternoon on the Somerville course, the score resulting in a tie. Each team scored 13 points. The match was played according to the Nassau system.

During the afternoon there was a professional match between Marty O'Louch-3 lin of Plainfield and Goebel of Somerville, the latter making an 81 to O'Loughlin's 80. The team match sum-

How, and Why,-

## -the GOODRICH "Fair-List" Propaganda now saves Car-Owners, yearly, over \$25,000,000 on Tires

THERE are 1,923,951 Automobiles now State-licensed, and running, in the United States.

Of these, 1,803,951 are Pleasure

Cars,—i. e., exclusive of Trucks, etc.

More than 90% of them, or about 1,623,555, use Pneumatic Tires.

Each car will wear out and replace,
on average, about one Set of Four Tires

per year.

Therefore, the interests of each Car-Owner, as well as each Car-Manufacturer, each Car-Dealer, and Salesman, are vitally and personally affected by the price of Tires to Consumers.

Because,—Tires and Gasoline are the two big items of consumption in the operation of Motor Cars.

The Owner who used his Car 1,000

The Owner who used his Car 1,000 Miles less, per year, than he would have done, because of "the high-price of Tires and Gasoline," received that much less return from his entire investment in the

Car proper.

The potential, or prospective, CarOwner who fails to buy a Car because of
"the high cost of Tires and Gasoline,"—
he who sells his Car and does not buy
again because of "the high cost of Tires
and Gasoline"—or he who, for the same
reason, stores his Car and does not run it
during a considerable part of the year, is
a direct loss to a direct loss to—
—1st—Automobile Manufacturers

as a class,

—2d—Automobile Dealers, as a class,
—3d—Garage Owners, as a class,
—4th—Lubrication & Gasoline Manufacturers, as a class,
But,—he is a greater loss to TIRE
Manufacturers, and Dealers, as a class,
than to any others.

Because,—
—Gasoline and Lubricants, for instance, can be sold to the Owners of Motor Boats, Stationary, and other Motors.

But,—Automobile Tires can only be sold, in the ultimate, to the man who OWNS a Car, and who wears out Tires

 VERY mile that each Automobile runs, means an automatic Sale of Tires to replace that mileage with new Tires to replace
But, all the Salesmanship, and all
the Advertising, under the Sun, could not
increase, by a single Tire, the total sales of
Tires beyond the number of Cars owned
by Consumers, and the number of Miles
each Consumers runs his Car yearly

each Consumer runs his Car yearly.

The Market for Tires is therefore limited, inflexibly, to the number of Cars running, and the Mileage which each Owner is induced to run yearly.

Therefore, we opine that to promote greater Sales, and greater use, of Automobiles, few better incentives can be offered than markedly-lowered cost, TO CONSUMERS, for Tires and Gasoline.

Just as we recognize that the only legitimate expansion open to the Tire Industry, as a whole, would be due to the Sale of more Automobiles each year to the Sale of more Automobiles each year to Consumers, with a greater average Mileage USE, per year, of each Car by each Owner.

That is why we favor the lowest possible price for Tires,—to Consumers, consistent with maintenance of high quality and a fair profit to Dealer and Mfr.

So this, then, is a leading reason why WE initiated, and propagated, that Goodrich "Fair-List" Movement which we publicly announced in the press on Jan.

publicly announced in the press on Jan. 31, 1915, and which caused practically every Pneumatic Tire Manufacturer in this Country to follow our lead and bring his prices down to a fairer level.

HIS is also the reason why some Tire Manufacturers, who could not, or would not, "meet" our BASIC prices for Pneumatic Tires (even though our "Fair-List" Propaganda obliged them to make heavy reductions off their former Lists) might erroneously suppose that "Goodrich" Tires have been

. . .

cheapened in *Quality*, as well as in price.

Hence this explanation (to the Public, to Car-Manufacturers, Dealers, Car-Salesmen, Garages, and *Tire Dealers* generally) that we deem it "good business" to sell the best Goodrich Tires (of fabric construction) we have ever made, at the fairest price possible for such quality.

Hence, too, the following TEST

Hence, too, the following TEST offer to Consumers.

—We will cheerfully pay for any Goodrich Safety "Non-Skid" Tire, sold since our "Fair-List" price-reduction (announced on January 31, 1915.) which when cut open shows any reduction in quality, in number of layers of Capvas, in thickness, or quality of Rubber, when compared with any other Goodrich Safety "Non-Skid" made by us, and sold at our higher prices current bafore the Goodrich "Fair-List" Movement.

And,—this is further to authorise

And,-this is further to authorize any Tire-User to extend this Offer (at our expense) to any Tire Dealer, or Manu-

We ask Car-Owners, and Tire Consumers, in will own interest, to see that no "implication" of lowered quality in Goodrich Ti.es goes unchallenged, - just as we have protected their interests, for our own sake, through our "Fair-List" Propa-

BECAUSE of that GOODRICH
"Fair-List" Propaganda,
every Car-Owner who now
buys any make of Tire sized 37 x 5, now
saves, on each set of 4 Tires, an average
of about \$46.27. of about \$46.27.

-Every Car-Owner who uses 34 x 4 Tires of any make, now saves, through the Goodrich "Fair-List" Propaganda, an average of about \$26.15 per set of 4 Tires.

age of about \$26.15 per set of 4 lires.

—Every Car-Owner who uses 30 x 3½ Tires, now saves, through the Goodrich "Fair-List" Propaganda, an average of about \$14.70 per Set of 4 Tires.

Other sizes in proportion.

The 1,623,555 State-licensed Car-Owners who use Pneumatic Tires now save about 20% of what they last year paid for ANY make and size, whether they be Goodrich or competing brands,—equal to Goodrich or competing brands,—equal to more than \$25,000,000 per year.

And, don't forget that this giant saving to Car-Owners was never mentioned to the Public by other Tire Manufacturing Concerns antil the Goodrich "Fair-List" Propaganda made it imperative that they extend the Saving to Consumers on their Tires, or lose business to the Goodrich Co.

But, notwithstanding all this,—the fact which should loom largest to TIRE-USERS is the contrast of 10% to 40%, in prices, that still exists between the low price of the best Non-Skid Tires (of fabric construction) that money can buy, or the largest Rubber Factory in the World produce,—(to wit, GOODRICH Non-Skid Tires) and all other "responsible" Tires in the field

in the field. Compare these prices and see!
Then, if you are not already a
Goodrich User, do yourself (and us), the
justice to buy at least one GOODRICH
"Non-Skid" Tire. Test that out for Quality, Mileage

and Resilience against any other Tire, at any price, which you are now using.

The result of such test will cause you to wonder why you ever paid more for Maximum Quality, Mileage, and Resili-ence than the Basic price of Goodrich Non-Skid Tires?

THE B. F. GOODRICH CO., Akron, Q. New York Branch, 1780 Broadway.

## Made as always-

—The same reliable Construction.

—The same dependable Service.

—Nothing whatever taken out of materials or Quality, no matter what reductions in List-Price are ever made.